

ABSTRACT

A processor in a television program delivery system receives programs watched information from terminals in a television delivery system. The processor arranges the programs watched information in a database or programs watched matrix so that the frequency of programs watched may be determined. The programs watched matrix may consist of time slots and program categories. The processor determines a program count for programs or program categories. The program count may then be used to send programming to the terminals. The terminals may provide the programs watched information in response to a cyclic polling message generated by the processor or by using a random access routine. The programs watched information may be provided over a cable or a telephone line.

09124043-072998